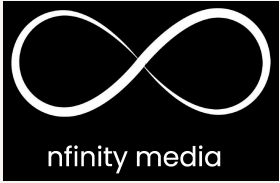


HOW NAMAN STRUCTURES ENGAGEMENTS

Start with the right scope. **Build toward momentum.**

A flexible way to buy website, SEO and growth execution - without forcing a nervous operator into the wrong commitment or compressing a real build into a starter budget.



THE FIRST DECISION IS NOT PACKAGE SIZE

Choose the lane that matches the business today.

01

Launch or rebuild

A new WordPress or Shopify build, a conversion-focused redesign, or an SEO-ready relaunch. Defined project. Defined handoff.

02

Fix and establish

Keep the current website. Repair the foundation: indexing, speed, structure, tracking, priority pages and local visibility.

03

Grow and compound

Ongoing SEO, content, authority, multi-site execution, paid-search intelligence and conversion improvements.

Naman's rule: the scope can start small, but the expectation stays honest. A support sprint is support. A website build is a website build. An SEO program needs enough runway to learn, implement and measure.



BUILD ONCE. LAUNCH READY.

Website projects are priced around the real lift.

Strategy + UI/UX blueprint

Page map, direction, key-screen mockups and a practical build brief.

\$750-\$1,500

standalone planning stage

SEO-ready WordPress launch

Core pages, responsive build, conversion structure, tracking and Yoast or All in One SEO setup.

\$2,500-\$4,500

typical 5-8 page launch

Website redesign + SEO foundation

Existing-site rebuild plus indexing, on-page structure, priority-page optimization and measurement.

\$4,000

typical scope; final scope dependent

Shopify store build

Theme implementation, core store experience, collection/product structure and launch readiness.

\$3,500-\$7,500+

catalog and integrations matter

HOW PROJECTS ARE STRUCTURED

Scope first. Milestones second.

A defined build is separated from ongoing growth, so the launch price stays clear and the SEO decision remains deliberate.

- Written pages, functions and exclusions
- First funded milestone reserves the calendar
- Review rounds and handoff are defined
- Ongoing SEO starts as a separate agreement

After launch: ongoing SEO can begin as a separate monthly scope from \$1,500/month.

Planning ranges exclude paid themes/apps, premium plugins, hosting, large-scale product entry, custom integrations and third-party fees unless explicitly included.



SEO IS A SEPARATE GROWTH DECISION

Pick the execution level. Keep the roadmap accountable.

FOUNDATION

\$1.5K-\$2.5K

One-time setup or focused first phase.

- + Audit + opportunity map
- + Technical and indexing baseline
- + Priority on-page work
- + Tracking + 90-day plan

ACTIVE SEO

\$1.5K / month

Consistent single-site execution.

- + Technical + on-page fixes
- + Content improvements
- + Internal linking
- + Monthly priorities + review

GROWTH

\$3K / month

Broader content, local and conversion work.

- + New page/content pipeline
- + Local + AI search readiness
- + CRO improvements
- + Authority coordination

EXPANSION

\$5K+

Multi-site, multi-market or enterprise programs.

- + 2-5 websites or business units
- + Authority + off-page program
- + Detailed SOP and ownership
- + High transparency + accountability

Days 1-30 / Establish

Audit, benchmark, prioritize, fix immediate blockers and confirm the implementation queue.

Days 31-60 / Build

Optimize priority pages, improve technical health, connect content and implement schema where relevant.

Days 61-90 / Measure

Read search movement, traffic and leads; refine the plan and scale the strongest opportunities.

Runway: three months creates a measurable first cycle. Six months is preferred when content, authority, local visibility or competitive rankings need time to compound. Billing remains monthly.



ADD THE LAYER THE BUSINESS ACTUALLY NEEDS

Website, search and paid support can work as one roadmap.

Google Business Profile pack

\$750-\$1,500

Profile cleanup, category/service alignment, trust signals, tracking and a local visibility action plan. Ongoing support is scoped separately.

Google Ads launch + support

\$1K-\$2.5K/mo

Keyword research, account structure, landing-page alignment, conversion tracking and campaign accountability. Ad spend is separate.

Meta systems support

\$1.6K-\$2.4K/mo

10-15 hours/week for Business Manager cleanup, account fixes, pixel/CAPI setup, and WordPress or Shopify tracking support.

Authority + off-page SEO

from \$1.5K/mo

Backlink and citation development, relevant opportunities and authority work. Placement or publication costs are approved separately.

Website + SEO launch system

custom project

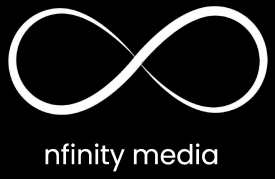
A heavier first phase for businesses that need the site fixed before ongoing SEO can work. Setup is quoted separately from the retainer.

Agency / portfolio support

\$3K-\$8K+

Two to five websites with shared planning, capacity, reporting and named priorities. Enterprise scopes add SOPs, oversight and accountability.

No forced bundle: add-ons attach only when they solve a documented dependency. Weekly or hourly capacity can support an approved backlog inside a written scope; it is a delivery structure, not the headline offer.



A CLEAN CLOSE PROTECTS BOTH SIDES

Approve the lane. Fund the first step. Build from proof.

01

Fit call

We clarify the goal, current site, dependencies, urgency and who owns approvals.

02

Written scope

You receive the recommended lane, deliverables, exclusions, capacity, timeline and review points.

03

Secure contract

Direct engagements can use a documented Contra contract with Stripe-secured checkout. Platform-sourced work stays on that platform.

04

Start funded

The calendar is reserved after the first milestone or approved delivery period is funded and required access is available.

What keeps the engagement clear

Scope changes are documented. Third-party costs need approval. Delayed access or feedback shifts the timeline. Fixed projects have milestones and a defined handoff; flexible support covers approved capacity, not an undefined build.

All figures are planning ranges in USD, not a binding quote. Final pricing depends on website size, current condition, integrations, content, competition, number of markets and reporting requirements.

NEXT MOVE

Book a focused consultation.

Bring the website, goal and budget comfort. Leave with the clearest starting lane - even if the answer is "not yet."

[Request a consultation](#)

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